

# ***BRAND CONCEPT***

## *The Mission...*

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We hope to guide minds, young and old, through a journey away from what current society knows to be conventional.

Good Loser seeks to provide those who wander a refined listening experience through CDs, records, and cassettes through a monthly subscription.

Users choice. We won't judge.

## *The Values...*

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Here at Good Loser we value the authentic media experience. We acknowledge not everyone holds the media we consume to the same standard but we do.

We hope we can help you to be the best worst version of yourself.

## *The Audience...*

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We hope to reach the insufferable music freaks who can't help but to geek out about the absolute worst music known to man.

We know the people around you find you unbearable.

But we appreciate you!